

# Iris Amelia O'Connor

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## Professional Experience

**Manager, Digital Services** | Emerson College, (Boston, MA) August 2019–Present

- Champions accessibility best practices for web content, social media, and other digital properties
- Responsible for web content migration across ~60 administrative departments from Drupal 7 to 8
- Top 3 performer among IT Help Desk staff, resolving approximately 750 technical support tickets in 2023
- Creates accessible PDF templates and remediates documents per institutional digital accessibility policy
- Collaborates with Marketing/Communications teams on homepage content and special initiatives
- Manages teams of 3–5 student employees, providing training and mentorship

**Sr. Web Content Strategist** | Commonwealth of Mass. (Boston, MA) February 2017–August 2019

- Directed content migration and information architecture initiatives for the Office of the Treasury
- Developed and implemented content management standards for the Executive Office of the Trial Court
- Consulted with stakeholders on digital strategy and made recommendations for best practices
- Led stakeholder consultations for information architecture implementation

**Technical Product Manager** | EBSCO (Ipswich, MA) July–September 2016

- Conducted accessibility assessments (VPATs) of interfaces using open-source tools
- Developed user stories and acceptance criteria for product backlogs
- Created internal guidelines for accessibility evaluation procedures

**Content Engineer** | Cengage Learning (Boston, MA) August 2015–February 2016

- Managed implementation of 1,500+ images across digital art history titles
- Resolved approximately 100 JIRA tickets for digital product development
- Created workflow documentation for product feature implementation
- Served as central liaison within agile product development team

**Director, Solutions Architecture** | Aptara (Boston, MA) February 2014–July 2015

- Led technical strategy for major publishers and clients (i.e., Penguin Random House)
- Managed offshore development teams for conversion projects and platform development
- Secured new business through proposal development under tight deadlines

## Technical Expertise

### Digital Strategy & Design

- Content Strategy
- Project Management
- UX/UI Design
- SEO & Google Analytics

### Accessibility & Compliance

- Document Remediation
- WCAG 2.1/POUR
- WAVE & Silktide
- VPATs

### Tools & Platforms

- Drupal & WordPress
- Zendesk & JIRA
- Adobe Creative Suite
- HTML, CSS, XML

## Education & Certifications

**Master of Arts in Publishing & Writing** | Emerson College (Boston, MA)

**Bachelor of Arts in English** | Florida International University (Miami, FL)

**Certified Accessible Document Specialist, ADS** | International Association of Accessibility Professionals (2025)